LEO BURNETT U.S.A.
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PLAYERS LIGHTS 25's
5 free per pack!
"I'm in the clover!"
50 free per carton!
PLAYERS
Select Blend Kings
Lights
25's
PLAYERS 25's Lights
Kings & 100's
Regular and Menthol
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
Kings: 10 mg "tar," 0.8 mg nicotine –
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method
Mfr's. suggested pricing based on full-price brands.

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Source: https://www.industrydocuments.ucsf.edu/docs/gzjn0003

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